



Governor's Film and Television Commission Marketing and Public Relations Workgroup Meet

May 21, 2007, 2006 – 2:30 PM
State Capitol Executive Tower –Governors Conference Room

OVERVIEW

In Attendance: Commissioners: Barry Kluger Chairman Lawrence Moore, Chairman, Don Livesay, Tony Astorga, Honorable Toni Hellon, Mal Wienges, Richard Foreman, Steve Chucri

Ex-Officio:

Governor's Office: Jeff Schatzki

ADOC Workforce Policy: June Sinclair, Jody Ryan

ADOC Film Office: Harry Tate, Ken Chapa, Octavia Logan

By Phone: Karen Churchard, Shelli Hall-Lipinczyk, Deborah Johnson, Fred Johnston, Michael Dixon, Pete Mangelsdorf

Call to Order by –Chairman Kluger

Introductions –Chairman Moore

Report: ADOC Film Office –

Harry Tate

Discussed the film office newsletter, the ADOC and the stakeholders participation in the Location Expo, the AFCI Cineposium, current overview of HB 2322 legislative standing, overview of the MOPIC program, comments of other states tax incentives.

Ken Chapa,

Discussed the Film office website activity, how the office marketing ads are distributed.

Workgroup Report – Chairman Kluger

Short-Term Project to Consider:

- A proposal to hosting the Nammys annual event;
- Set up a committee for hosting a Gala Signature Event & Cocktail Receptions;
- Take advantage of 75th Anniversary of the Screen Actors Guild, Directors Guild Association, Producers Guild Association and of Arizona's 100 year history of films.
- Tie events into and around The Phoenix Film Festival, Black Film Showcase, Sedona Film Festivals and the other festivals.
- Have a salute to Arizona films hosted by Governor's Commission; an event that would spotlight all the Film Festivals in the state.

Long Term Project to Consider

Putting AZ on the map with the help of:

- Convention and Visitor's Bureau, and Offices of Tourism to get event and convention to come here year around
- Research & consider hosting AFCI Cineposium in 2011
- Work with different tourist groups and tourist centers and other organizations with summer and winter conference, summer retreats and year round conventions

The Plan

In the coming weeks form the sub committees that will tackle each of these areas and events
Get the public involved and participating in the sub committees

Michael Dixon: Get stars involved in a one night event that focuses on the film industry in Arizona.

Business and Education Development Workgroup- Chairman Moore
Presentation – June Sinclair ADOC Workforce Policy Dept.

The Breakdown

- Bring together industry and education professionals
- Create Education/ Training Program
- Equipment assessment
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Toni Hellon: What courses and equipment are out there now?

- A Project Coordinator Position is needed to assist the Commission and Sub-Groups to make collaborating and communication run smoothly.

The Plan is to move forward with forming the sub committees which the public can participate in.

Announcements – Chairman Moore

Governor's Film & Television Commission Next Meeting:

Monday, September 17th, 2007

Poll Commissioners on suggested start times for future commission meetings choose a time that will moderately accommodate commissioner's schedule

Adjournment – Chairman Kluger